

Online Appendix

Figure A.1: The email treatment to encourage *smartvote* use

Dear Student

Thank you for participating in our study!

Before the second stage of our survey we would like to point your attention to *smartvote.ch*. *smartvote* is an online Voting Advice Application that allows you to compare your political preferences with those of parties and candidates. *Smartvote* will provide you with a voting recommendation based on whoever best matches your preferences. If you want to find out who is best suited for you, then go and log on to *smartvote.ch*.

In the last Swiss federal elections in 2007, *smartvote* was used over a million times and for this year's elections it has already produced 400,000 voting recommendations. The website was launched in 2003 and is run by the non-profit organization Politools.

In the framework of our study, we would like to kindly ask you to use *smartvote* in this year's elections.

In return for using *smartvote*, we will draw 2 iPads among participants. Since this is a small scale study your winning chances are high and you also greatly contribute to our research.

Please visit www.smartvote.ch and use the following instructions to log on to the site:

Username:

Password:

If you already have a user account on *smartvote*, please follow the instructions below.

All your information will be treated confidentially and will exclusively be used for scientific inquiries. In case you have any questions please contact XY (xy@z.com).

Thanks a lot for your participation!

Research team

Instructions for user accounts

If you agree that your information can be used anonymously for scientific research, please click on the following link and provide us with the email address that you have used to create a user account on *smartvote*.

Survey link

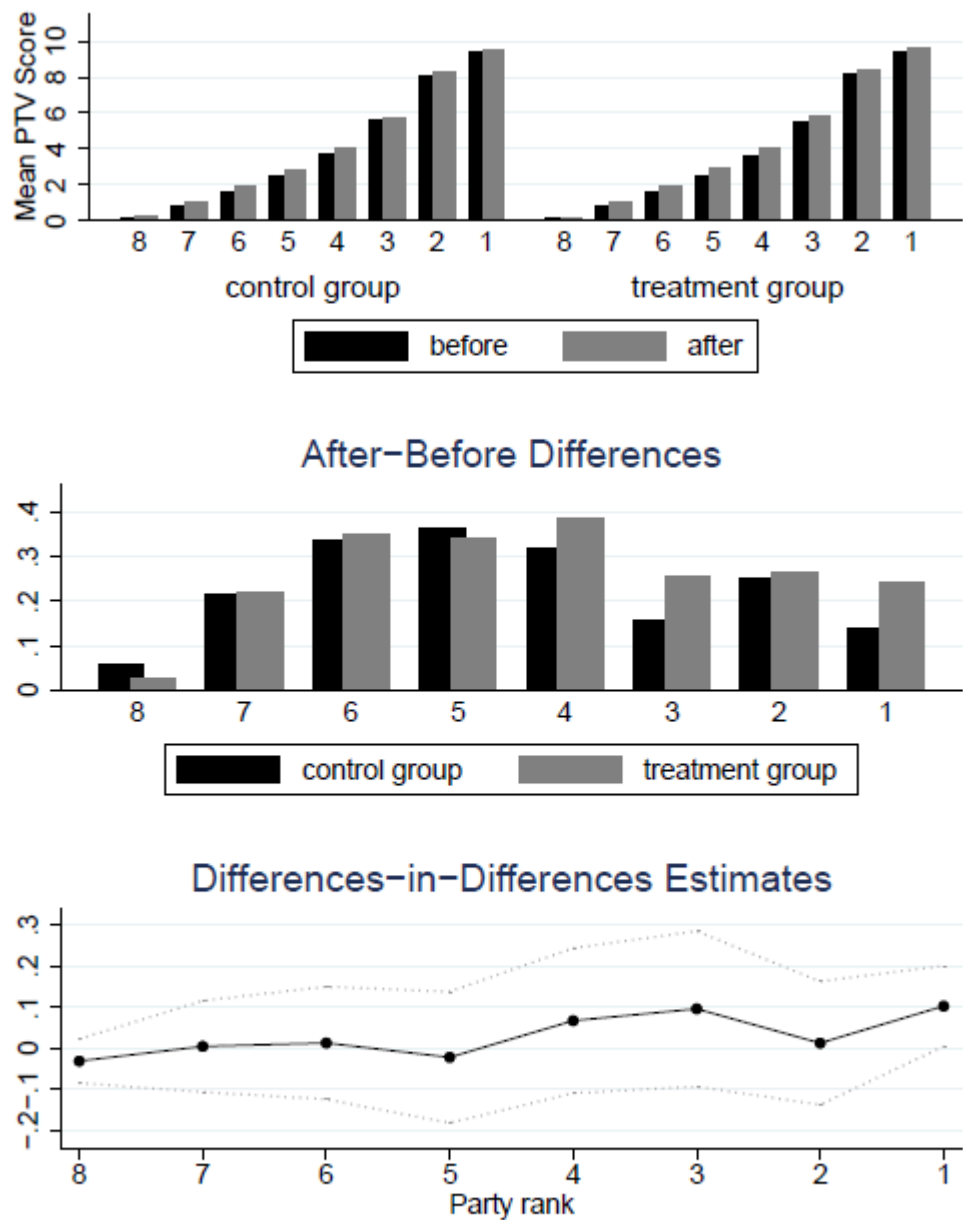
Source: Specifically designed Email to induce students to use smartvote in connection with the smartvote experiment conducted in 2011.

Table A.1. Average PTV Scores by Party and by email Treatment Status

Party	Control Group	Treatment Group	Treatment-Control	
			Difference	P-value
<i>Before election</i>				
FDP	3.80	3.56	-0.23	0.14
CVP	3.21	3.31	0.11	0.41
SVP	1.46	1.28	-0.18	0.18
SP	6.75	6.97	0.22	0.20
Green	6.53	6.87	0.34	0.04
GLP	5.61	5.40	-0.20	0.20
BDP	2.91	2.86	-0.05	0.72
EVP	1.82	1.87	0.05	0.71
<i>After election</i>				
FDP	3.98	3.71	-0.27	0.08
CVP	3.64	3.65	0.00	0.98
SVP	1.43	1.24	-0.19	0.16
SP	6.92	7.26	0.34	0.05
Green	6.51	6.84	0.33	0.05
GLP	5.83	5.83	0.00	0.98
BDP	3.46	3.37	-0.09	0.51
EVP	2.02	2.14	0.12	0.33
<i>After-Before Difference</i>				
FDP	0.19	0.15	-0.04	0.59
CVP	0.44	0.34	-0.11	0.22
SVP	-0.04	-0.05	-0.01	0.83
SP	0.18	0.28	0.10	0.17
Green	-0.02	-0.04	-0.02	0.83
GLP	0.23	0.41	0.19	0.08
BDP	0.55	0.51	-0.04	0.66
EVP	0.21	0.25	0.04	0.63
Observation	889	886		

Note: Group means by treatment status. Treatment refers to randomly assigned Email receipt before the election. Last two columns present difference in means between treatment and control group together with p-values and t-test on the equality of means. Data source: Survey data specifically collected in connection with the *smartvote* experiment conducted in 2011.

Figure A.2: PTV Scores by Party Rank, Survey Wave and Treatment Status



Note: Data source: Survey data specifically collected in connection with the smartvote experiment conducted in 2011.